C L A I M S

1. A flake-form conductive compound characterized as comprising titanium oxide having an average major diameter of 1 - 100 μm and an average thickness of 0.01 - 1.5 μm and containing 0.3 - 5 % by weight of potassium in terms of potassium oxide (K_2O), a first conductive layer comprising tin oxide containing antimony and provided on a surface of the titanium oxide, and a second conductive layer comprising tin oxide and provided on the first conductive layer.

2. The flake-form conductive compound as recited in claim 1, wherein the first conductive layer contains 0.1 - 50 parts by weight of an antimony component in terms of antimony oxide (Sb_2O_3), based on 100 parts by weight of a tin component in terms of tin oxide (SnO_2).

3. The flake-form conductive compound as recited in claim 1 or 2, characterized as being obtainable by allowing a basic compound having an interlayer swelling effect to act on layered titanic acid to thereby delaminate the layered titanic acid into titanic acid flakes, applying a stannic compound to form said first conductive layer on the flake-form titanic acid, applying a stannous compound to form said second conductive layer on the first conductive layer and subjecting the combination to a heat treatment.

4. A conductive compound comprising a binder and the

flake-form conductive compound as recited in any one of claims 1 - 3.

5. The conductive composition as recited in claim 4, characterized as containing 100 parts by weight of the binder and 5 - 50 parts by weight of the flake-form conductive compound as recited in any one of claims 1 - 3.

6. The conductive composition as recited in claim 4 or 5, wherein said binder may be of one or more types selected from thermoplastic resins, thermosetting resins, inorganic aggregates and metal-containing organic compounds.